

CO-OP MARKETING PROGRAM GUIDELINES



CO-OP APPLICATIONS

In many instances, the UTAH logo will be required to coexist with the logo(s) of one or more entities belonging to our partners. An example would be co-op advertisements and direct mail. Though it's difficult to anticipate all potential scenarios in which this will happen, most situations will require the UTAH logo to be either dominant or subordinate. The following are suggestions for both applications.

DOMINANT RELATIONSHIP

1.



LOGO A

LOGO B

LOGO C

2.



LOGO A

LOGO B

LOGO C

SUBORDINATE RELATIONSHIP

1.

LOGO A



2.

LOGO A

